

September 29, 2009

To: All Lexus Dealers
From: Lexus Customer Services

Lexus/Toyota Consumer Safety Advisory
Potential Floor Mat Interference with Accelerator Pedal
*******URGENT*******

Toyota Motor Sales, USA, Inc. takes public safety very seriously. We believe our vehicles to be among the safest on the road today.

Recent events have prompted Lexus and Toyota to take a closer look at the potential for an accelerator pedal to get stuck in the full open position due to an unsecured or incompatible driver's floor mat. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle, which could cause a crash, serious injury or death.

Lexus considers this a critical matter and will soon launch a safety campaign on specific Lexus and Toyota vehicles. Throughout the process of developing the details of the action plan, it will advise the National Highway Traffic Safety Administration (NHTSA).

Today, we are releasing a Consumer Safety Advisory to our customers. Until Lexus/Toyota develops a campaign remedy, we are asking owners of specific Lexus and Toyota models to take out any removable driver's floor mat and NOT replace it with any other floor mat. The following models are affected:

- 2007 – 2010 ES350
- 2006 – 2010 IS250 and IS350

- 2007 – 2010 Camry
- 2005 – 2010 Avalon
- 2004 – 2009 Prius
- 2005 – 2010 Tacoma
- 2007 – 2010 Tundra

In the event owners choose not to remove their floor mat, Lexus strongly recommends that they ensure that the correct floor mat is being used, that it is properly installed and secured, that it is not flipped over with bottom-side up, and that one floor mat is not stacked over another. Information on proper floor mat installation can be found on <http://www.lexus.com>.

If a customer requires your dealership's assistance, please assist them by utilizing the attached instructions and application chart.

- Please direct all customer inquiries to the Lexus Customer Assistance Center at 1-800-255-3987.
- If you are a dealership associate and have any questions, please contact your District Service/Parts Manager.
- Due to the nature of this activity, it is imperative that all media contacts (local and national) receive a consistent message. In this regard, **all media contacts** must be directed to Brian Lyons (310) 468-2552, in Toyota Corporate Communications. (Please do not provide these numbers to customers. Dealership associates should contact their Area representative for any questions).

The following Q&A has been provided for your reference.

Lexus Consumer Safety Advisory Q&A

Q1: Is this Lexus Consumer Safety Advisory a recall?

A1: This is a Consumer Safety Advisory based on the potential for an accelerator pedal to get stuck in the full open position due to an unsecured or incompatible driver's floor mat on certain Lexus and Toyota vehicles.

Q2: Why did Lexus issue the Consumer Safety Advisory?

A2: Recent events have prompted Lexus to take a closer look at the potential for an accelerator pedal to get stuck in the full open position due to an unsecured or incompatible driver's floor mat. A stuck open accelerator pedal may result in very high vehicle speeds and make it difficult to stop the vehicle which could cause a crash, serious injury or death.

Q3: Was there a specific incident related to the Consumer Advisory?

A3: On August 28th, 2009, California Highway Patrol Officer Mark Saylor and three members of his family tragically lost their lives on a highway near San Diego, California, while driving a 2009 ES350 loaned to them by a local Lexus dealer.

Preliminary information from law enforcement investigators indicates that the ES350 involved in the crash contained a driver's all-weather floor mat from a different model Lexus. If incompatible driver's floor mats are installed in any vehicle, or if the floor mat is not properly secured by the retaining hooks, this could cause it to interfere with the accelerator pedal.

Q3a: Electronic systems, such as drive by wire, have been suggested as a possible culprit in the persistence of sudden unintended acceleration incidents. Is this part of the investigation of the San Diego accident.

A3a: All aspects of the vehicle are being studied, but preliminary indications are that an all weather floor mat not designed for the ES350 was installed at the time of the Saylor crash. We have seen no evidence that electronic engine control systems were the cause.

Q4: Which models and model years are impacted?

A4: **Lexus**
2007 – 2010 ES350
2006 – 2010 IS250 and IS350

Toyota
2007 – 2010 Camry
2005 – 2010 Avalon
2004 – 2009 Prius
2005 – 2010 Tacoma
2007 – 2010 Tundra

Q4a: How many vehicles are involved?

A4a: We are currently determining the number of vehicles.